

ORDER

**KSNV**

Orders
Order / Rev: 107746
Alt Order #: 06862410
Product Desc: OBAMA FOR AMER SKEDC
Estimate: 1904
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	40	\$19,700.00	\$16,745.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$19,700.00	\$16,745.00	0.00
Totals	40	\$19,700.00	\$16,745.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	27%	\$19,700.00
Market	100%	\$72,962.96

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$19,700.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$16,051.85
KTUD	1%	\$729.63
KVVU	18%	\$13,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,648.15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$900.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$900.00		0.00						
E 2	KSNV	10/16/12	10/19/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$425.00		0.00						
E 3	KSNV	10/22/12	10/22/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$425.00		0.00						
E 4	KSNV	10/22/12	10/22/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$325.00		0.00						
E 5	KSNV	10/16/12	10/19/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$325.00		0.00						
E 6	KSNV	10/16/12	10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$325.00		0.00						
E 7	KSNV	10/22/12	10/22/12	Rachael Ray Rachael Ray	CM	11am-12pm	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$325.00		0.00						
E 8	KSNV	10/22/12	10/22/12	Noon News Noon News	CM	12-1230pm	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$425.00		0.00						
E 9	KSNV	10/16/12	10/19/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$425.00		0.00						
E 10	KSNV	10/16/12	10/19/12	Days of our Lives Days of our Lives	CM	1258p-2pm	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$425.00		0.00						
E 11	KSNV	10/22/12	10/22/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$425.00		0.00						
E 12	KSNV	10/22/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$325.00		0.00						
E 13	KSNV	10/16/12	10/19/12		CM	2pm-3pm	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00

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				The Doctors											
				The Doctors											
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$325.00		0.00				
E 14	KSNV	10/16/12	10/19/12	Dr. Phil	CM	3-4p	- TWTF - -	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
				Dr Phil											
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$450.00		0.00				
E 15	KSNV	10/22/12	10/22/12	Dr. Phil	CM	3-4p	M- - - - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -			1		\$450.00		0.00				
E 16	KSNV	10/19/12	10/19/12	Fri PR 9-10p	CM	9-10pm	- - - - F - -	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
				Friday Prime 9-10pm											
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- - - - F - -			1		\$2,600.00		0.00				
													Totals	40	\$19,700.00